

**NEWPORT BEACH ZONING ADMINISTRATOR MINUTES**  
**Council Conference Room – 3300 Newport Boulevard**  
**Thursday, February 14, 2013**  
**REGULAR HEARING**  
**3:30 p.m.**

**A. CALL TO ORDER** – The meeting was called to order at 3:30 p.m.

Staff Present: Brenda Wisneski, Zoning Administrator  
Melinda Whelan, Assistant Planner

**B. MINUTES** of January 24, 2013

**Action:** Approved

**C. PUBLIC HEARING ITEMS**

**ITEM NO. 1** Island Hotel Sign Program – Modification No. MD2012-018 to amend  
Comprehensive Sign Program No. CS2006-001 (PA2012-174)  
690 Newport Center Drive

CD 5

Melinda Whelan, Assistant Planner explained that the Modification Permit request is to amend the existing comprehensive sign program for the Island Hotel to replace the two existing wall signs with larger signs. Ms. Whelan further explained that the increased sign area would not be a detriment to the area and that staff was able to make the facts in support of all the findings to recommend approval to the Zoning Administrator. In response to the Zoning Administrator, Ms. Whelan stated that the face of the existing monument would also be changed to be consistent with the proposed wall signage, but the changes are consistent with the existing Sign Program. Staff explained that the draft resolution was revised correcting minor typographical errors.

Applicant Shawna Schaffner of CAA Planning on behalf of the Irvine Company stated that she had reviewed the conditions of approval and expressed agreement with the facts in support of the findings.

The Zoning Administrator questioned the applicant about the illumination and the materials of the signs. Ms. Schaffner explained that each letter would be mounted separately to the façade of the building, incased in aluminum with a translucent cover that would appear to be black during the day and translucent enough to project a white letter at night.

Ms. Whelan further clarified that the signage is consistent with the Sign Code.

Zoning Administrator Wisneski opened the public hearing. One member of the public, Jim Mosher, expressed his concerns with the size of the signs and opined that the signage was being completely replaced and that the sign program was not being amended. He also questioned discrepancies in the staff report relating to the number of signs allowed. Staff explained the process as required by the Zoning Code and explained that the request is to amend the two existing wall signs of the sign program and the monument sign will be modified in compliance with the existing sign program. She further explained that there are limitations within the sign program section of the Zoning Code which limits the increase of a sign by 20 percent in sign area and 30 percent in height; however, a modification permit would allow an increase beyond that amount.

Seeing that no one else from the public wished to comment, the public hearing was closed.

Zoning Administrator Wisneski explained that enlarging the signs and revising them to be more modern is within the scale of the neighborhood and is a reasonable request and could make all of the findings to approve the Modification Permit. Ms. Wisneski approved the revised resolution to approve Modification Permit No. MD2012-018 to amend Comprehensive Sign Program No. CS2006-001.

**Action:** Approved

**D. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Jim Mosher complimented the Zoning Administrator and staff for providing links of audio recordings of meetings on the City's website and listed the benefits of doing so.

**ADJOURNMENT**

The hearing was adjourned at 3:43 p.m.

**The agenda for the Regular Hearing was posted on February 8, 2013, at 11:10 a.m. on the City Hall Bulletin Board located outside of the City of Newport Beach Administration Building and on the City's website on February 8, 2013, at 11:15 a.m.**

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Brenda Wisneski, AICP, Zoning Administrator

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